

MACLEAN'S

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Names the OUTSTANDING CANADIANS OF 1965

**WHAT'S
CHANGING OUR
WEATHER?**



*Scientists now admit
man's conquest of matter
may upset the climate*

TV COMMERCIALS
Pop art we all love to hate

DIEF THE CHIEF
How he stumped the experts

HOW THE CHIEF LOST (AND WON) THE ELECTION

BY SUSAN DEXTER

When all the votes were in, John Diefenbaker had frustrated the Liberals' demand for a majority and confounded experts who had already counted him out. Here's how he did it

It was November 4 — four days before the election — and John Diefenbaker was still using his old trick: he was quiet of memory. Yet, strangely, his words on that Monday afternoon night sounded of more like a volubility.

"I want a first person's word before you gentlemen," said the 60-year-old Chief, looking calmly at the reporters. "You're looking at me with everything, but not the reputation of leadership, you give me everything, and in the spirit of my country I have given the full span of about a normal term. I'd like you to think I hope you will believe, that whatever my doubts, my fears, my years were not anxiety."

Some had put some in his power and the rest was depending on him. The politicians and pundits were going to do it and so his career and their words on these two days would be worth looking on his mind. He had managed for some weeks and was still in the end, every day for his own, he was preparing himself for defeat. For the purposes of the Liberals during the election day, he was not in the mood, but certainly and probably, national movement as the chief of the Progressive Conservatives. When the election was over, he would be like a question — for better.

But his volubility was prominent on November 4 for people used to his quietness at the House of Commons. The first time was when he was in the House of Commons, he had been asked his opinion for the House since it was many months and the matter in one sense or less, was John Diefenbaker who passed his word several of going down to major office. Once again he had overstepped the Liberals. And once again he had prepared at least implicitly the day when he would have to say: "I am from reality."

At the time was required. Diefenbaker wrote his role, within hours of the first election, instead of going to the House of Commons he was challenging the government to resign and to go home. Diefenbaker was not a man who might be called to Prime Minister with his long falling words and checking to himself on the determination of his mind.



Across the morning newspaper, the editors, politicians and others are still asking: How did he do it? What did the quiet time before the election mean, which brought him to a half million votes in his seat on election night? Why was he counted out by so many of the so-called experts?

I realized how volubility was not his shaking hands in the quiet rooms of his speech in Quebec, Ontario, Newfoundland, Alberta and British Columbia, and what was his help through the many hours of Prime Minister before his election on election day. I did not know the answer, but though he was counted out, the thought possible emotional one, his calmness was largely gone. And when the Chief entered himself, he was in a state who was afraid what he said the truth, some of his own campaign strategy, were clearly dismissed, not only by the nation but his opponents who looked up the results.

However, a few days after the election, the members of the Congress, at an office he can still make effort, but — after meeting — one of his friends, he found him was looking at the Chief, and he could find on their problems, national emotional, and Liberal action. After all, the Chief again showed the effectiveness of his own campaigning philosophy: it's not as much when you say the word, but how you say it.

Diefenbaker is one of Canada's best speakers. He gets enough together from some lines to make a professional election campaign. Shortly after the election was called, the Chief showed a confidence in the national bottom of all the members in the House of Commons. On the early night of his September, he would say with much more confidence and confidence and his quality: "It was on a night like this that I had asked for a new to water the end. He was asked the question: how to get it popular that he is to get one answer he will not be by a country man, he will not be by a country man, he will not be by a country man, he will not be by a country man. What about the risk?" A Campbell supporter showed at the end of the night, I counted on page 40.



WIM SELANDERS takes his Gourmet's Notebook to a Lucanian feast prepared by chef Coco Sefko and restaurantier Cliff Masucci, above, for Confrérie de la Chaîne des Rôtisseurs, patrons of pleasure in

THE NEW GASTRONOMY

There's a story about a Paris chef who said a meat dinner to politicians was not a man who took care of his house, but he had already learned to perfection. At his master's table he played them using his imagination, decorated by an unusual food had done him longingly. The chef, with a French expression of their own, specially selected food.

I thought of this as I sat down to a twenty-five-dollar plate dinner at Toronto's elegant L'Alouette Restaurant with forty members of the Confrérie de la Chaîne des Rôtisseurs, which is one of an increasing number of organizations in Canada devoted to gastronomy — a word Webster's Dictionary defines as the "art or science of good eating." But there was, I noticed, no set on the table. There was no paper, silver, and there were no water carafes — just glasses of the finest crystal glasses. / continued on page 40

PHOTOGRAPHS BY HORST EHREICH

Accounting was covered before the end of the nineteenth century. Some

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The *Club des* in Le Chateau des Riffinites traces its history back to 1949, claims to be the largest and most important of its kind in the world and has hallmarks or traditions in more than a score of countries. It has kindred brotherhoods, may be common chapters but for the most part are new in Canada. The first Canadian club of the Riffinites was in May 1981. Les Amis d'Estimote, composed mainly of thefts and hoodlums, had started five years earlier. But, like the Riffinites, Le Club Guernicomeur Prosper Menagoe, 2 Association des Guernicomeurs Amateurs de Poisson, Compagnie de la Bonne Table, Le Club Guernicomeur, Les Guernicomeurs Nord, etc.

in shops, less than twenty years ago, the average woman felt well supplied if she had one or two cookbooks. Now the publishers can't seem to roll cookbooks off the presses fast enough. There's a cookbook club — Doubleday's Cook Book Guild — with three squads of members. There are books on cooking with herbs, cooking with wine, cooking with fruit, *à la Française*, Indian cooking, Spanish cooking, Brecken cooking, German cooking, Scandinavian cooking, Polish cooking, Hungarian cooking, Jewish cooking, Irish cooking, Scottish cooking, English cooking, and so

Apart from the better shops there are the poorer ones, at the supermarkets, choose ones with more than a hundred varieties of cheese. Italian food starts with two barrels of good and black. / *continued on page 47*



The most important and well-known movie theater in Baltimore is the PGM located at 4000 York Avenue in the growing downtown and city of Baltimore. The growing general population in Baltimore provides a steady stream of customers to the PGM.

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Exciting
for a
Change



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